VOL. XLIH-NO. 21.

OMAHA, S 3 MORNING, JULY 12, 1913-FOURTEEN PAGES.

Must Swallow it Whole.

TARIFF

SINGLE COPY TWO CENTS.

MILITANTS RAISE A "ROUGH HOUSE" IN HALL OF COMMONS

Shot from Toy Pistol Fired by Person in Gallery and Shower of Literature Falls.

PANIC CAUSED AMONG MEMBERS

Number of Mouse Traps Also Thrown on the Floor.

WRAPPED IN VOTES FOR WOMEN Two Hustled Out and Held Pending McLoughlin's service well. He then de- it had been for 500 years the main butan Investigation.

SMASH WINDOWS IN LIVERPOOL

Suffragettes Start Glass-Breaking Demonstration During Visit of King George to City; Armed With Pokeen.

LONDON, July 11 .- The report of a pistol, fired rom the atrangers' gallery in the ise of Commons today, accompanied a yell of ,"Justice for women!" caused a panic among the members in

Simultaneously with the report a shower of pamphiets rained down on the members. They bore the printed words, 'Votes for women.'

Two persons pointed out as the perpetrators of the outrage, were huatled from the gallery and detained, pending investigation. Is was discovered later that the weapon was merely a toy pistol;

A number of toy mouse traps, satirizing the "cat and mouse act." reached the members wrapped in the pamphlets thrown from the gallery.

Windows Smashed in Liverpool. LIVERPOOL, July H .- Militant suffragettes started a window smashing demontration during King George's visit here Armed with pokers, squads of women shattered several large windows she police quickly rounded them up and the jury today. order had been restored before his majesty's arrival.

ARTIN LEAVES CHICAGO FOR MACATAWA BAY

CHICAGO, July 11.-Glen L. Martin, after many delays, left Chicago in his hydro-aeroplane at 7:80 o'clock this mornlakes to Detroit. Martin, a Los Angeles fiver, was accompanied by Charles Day, also of Los Argeles. He made a pretty start and took the air quickly. He pignited to air into the harbor at Michigan City,

got away from South Haven early in the morning and he stopped here for a few minutes after Havens left. Francis left here at \$:10 and proceeded north to catch Havens

MACATAWA PARK, Mich., July 11 .-He said he believed that he had broken reported still there at 1:30 this afternoon. MUSKEGON, Mich., July 11 .- Two flying boats, presumed to be the Havens-Verplanck craft and the Roy Francis Portland, Ore., August 2; Tacoma, Wash., boat, passed Lake Michigan park early 3; Seattle, 4; Spokane, 6; Missoula, Mon., this foremeen. Neither made a stop here. The aviators were headed north and flying at high speed.

FIVE THOUSAND DOLLARS WORTH OF PERFUME STOLEN

NEW YORK, July 11.-Detectives are baffled on the scentless trall of robbers who stole 145 packages of perfume, weighing about 1,400 pounds and valued at about \$5,000, from a downtown depot. Although several fixed post policemen were stationed in the vicinity it is belived the thieves backed up a truck to the depot late in the afternoon, just after the place had been closed and loaded their booty. There was evidence that the o'cock in the morning, had set an alarm clock to wake them, and then drove away. They also took \$14 in cash which represented a weekly base ball pool among the employee of the place.

BRIDE OF A DAY SHOT BY HUSBAND RECOVERS

ST. PAUL, Minn., July 11.-Mrs. Marguerite Curl, the bride of a day, who tended. was shot by her husband, who than comhaving lingered between life and death or knowledge of the committee and for home in Kansas City. Curl was being liable. sought by federal officers for misuse of the mails when the couple entered the suicida pact

SEVERE STORM DOES DAMAGE TO CROPS AND BUILDING

CURTIS, Neb., July il.-(Special Teletram.)-Last night a severe storm swept tucky, lived with his parents in Indiana silled or injured. Three barns were He was the father of the present mayor struck by lightning and consumed.

ENGINEERS INJURED WHEN MOTOR CAR JUMPS TRACK

CURTIS, Neb., July 11 .- (Special Telegram.)-A serious accident happened to two Burlington civil engineers yesterday evening while they were running along the truck here on a railroad motor car. weeks' lecture tour. His engagements The machine jumped the track, throwing are principally in Indiana, illinois and the men under the car. One man sus- lows. John Barsett Moore, counseller sained bad lacerations and a fracture of of the department, will be acting secrethe leg basides bruless and internal in- tary of state. Mr. Bryan expects to resuriss. His was sent to Omaha.

United States and Canadian Teams Will Meet in Tennis Finals

Maurice E. McLeughlin of San Francisco and Harold H. Hackett of New York, by King Charles Expects to Get Perma winning the doubles match against the Germans, Friedrich Wilhelm Rahe and Helnrich Kleinschroth, put the United States team today into the final rounds of the Davis lawn tennisecup preliminaries. They won by three sets to one, 6-4, 2-6, 6-3 and 8-6. They will meet the Canadian team, which today beat the

The Americans owed their victory posed by the Bulgarians. largely to McLoughlin, although Hackett, his old-time brilliancy in volleying.

His drives down the line and his smashes ern European frontier.

to enter the final round where the United and left it in the hands of the Bulgarians. States and Canada will compete for the It has over 12,000 inhabitants, many of right to challenge the English team for whom are Mohammedans. the Davis cup.

task to beat Watson and Duvivier. They ment that the Roumanian army would won the match in three straight sets, 6-2, cross into Buigarian territory and also

Federal Grand-Jury Begins Inquiry Into

NEW YORK, July 11.-The federal arand jury continued its investigation today lewers, who have been invited to inter-into the case of David Lamar under vene. that section of the United Stains statutes which provided punishment for the impersonation of an officer or employes of ent is to strengthen Roumanias' claim the government.

Pacific conspiracy, was one of the wit- Turtukal on the Danube of Baltchik or

Other witnesses it is said will be United States Senator Stone and Representatives Palmer and Riordan, whom Lamar confessed to the committee that they had been impersonated in telephone conversations with Lewis Cass Ledyard and others.

The first witnesses examined today were George F. Baker, chairman of the on the 900-mile race around the Cram, a lawyer prominent in Tammany circles. Both were mentioned in testimony before the lobby committee in connection with the activities of Tamar and
Lasterhald resident the devestigation
of the United Status Speci corporation
by the Stanley committee.

MACATAWA HAY, Mich. July 11 - Secretary Garrison Beckwith Havens left here at \$150 this morning on his flight to Manistee. His Will Inspect Posts

his trip for inspection of army posts. Servia. The Russian Red Cross society Glenn Martin reached here at 11:25 a. m. Leaving Washington next Wednesday has decided not to send any detachments with Major General Legnard Wood, chief to the front. all previous records. He expected to of staff, and Major General James B. make Charlevoix without another stop. Aleshire, chief of the quartermaster today of heart disease after writing an Both Havens and Francis were delayed corps, Secretary Garrison will visit first article on the Balkan war. He was of F. Green of Boston, who helped raise it, at Pentwater, where they had difficulty Atlanta, Ga., after which his itinerary Montenegrin origin and the emotion could tall how it had been spent. No in obtaining proper fuel. They were re- will include the following: Fort Hua- caused by the stirring incidents of the Los Angeles, 26; San Diego, 27; Castroville, his death. Cal., 29; Monterey, 29; San Francisco, 31

Heiena, Mon., 8; Bismarck, N. D., 9 Billings, Mont., 10; Sheridan, Wyo., 11; Edgmont, S. D., 13; Deadwood, S. D., 13; Crawford, 14; Cheyenne, Wyo., Sidney, Neb., Alliance, Neb., 15; Denver, 17; Fort Riley, Kan., 18; Omaha, 20 and 21.

Misuse of I. W. W. Funds is Alleged

HOSTON, July 11 .- Misuse by Industrial Workers of the World of funds contributed for relief of strikers and their families during the great textile struggle at Lawrence is alleged by William Trautrobbers had elept in the depot until 4 the supreme court in his own defense man of Chicago in an affidavit filed with

Industrial Workers of the World newspaper men who needed bail money and a newspaper man are among those alleged to have been benefited. Trautman, Joseph Bedard and Joseph Shahen composed the strikers' relief committee and maving used \$19,600 of the fund for purposes other than for which it was in-

In his affidavit Trautman says that he solicted suicide in a local hotel, May 17, never handled the funds and that many of the city hospital last night after payments were made without the consent for several weeks. She will return to her which none of the three should be held

VETERAN OF MEXICAN WAR DIES AT GRINNELL

GRINNELL, In., July II.-(Special.)-W. B. Hawkins of Montegums, aged 88 years, died at his home Wednesday, after a long illness. He was born in Kenfrom the Platte river to the Republican. enlisted as a private in the Mexican war Heavy rain and hall, accompanied by a and came out as licutenant-colonel. He high wind, swept from the northwest, moved to Poweshiek county, lows, in 1848. damaging crops. Barns were married in 1850 and the same year crossed arecked, windmills diamantied and stock the plains in search of gold in California. of Montesuma, Hon, George W. Mawkins, and also of Fred Hawkins of Chicago and of Mrs. Lee Burgett of Albion

BRYAN WILL MAKE SIX WEEKS LECTURE TOUR

WASHINGTON. July 11 -Secretary Beyon will leave here July 15 for a gix turn about September L

RUMANIANS TAKE SILISTRIA

Important Port of Danube Captured Without Resistance.

NOTTINGHAM, England, July 11 .- PURPOSE OF THE MOVEMENT

nent Possession of Strip of Hulgarla Long Coveted by His Country.

BULLETIN.

BUCHAREST. Roumania, July 11 .-Belgians at Wimbledon, on July 18. 19 Bulgarian city of Silistria on the right bank of the Danube. They were not op

Silistria is a very important port on who was weakent in his service, showed the Danube and has been existence as a city since the Roman Fra. Until the conveloped it until it was impossible to take. wark of the Ottomon empire on its north-

also nonplussed the German, although It sustained many sieges through the Kleinschroth returned several of them centuries and always offered a stout resistence. Even as late as the Crimean FOLKESTONE, England, July 11.-The war it was able to resist a bombardment Canadian team won the doubles match by the Russians, but after the last Russofrom the Belgians and thus qualified Turkish war the Turkish troops retired

The Roumanian government decided Powell and Schwengers had an easy yesterday to notify the Bulgarian governthat Roumania would take part in the discussion of the final partition of the territories of what was formerly European Turkey.

Wants Share of Spoils. LONDON, July 11.—The Roumanian declaration of war on Bulgaria is ex-David Lamar's Case declaration of war on Bulgaria is exend the carnage in the Balkans by forcing speedy action on the part or the

The object of King Charles of Roumania in assuming the part of a belligerto participate in the ultimate sharing of Paul D. Cravath, an attorney, who territory in the Balkan peninsula. For testified before the senate lobby inves- the present Roumania, it is thought, will tigating committee in connection with probably be content itself with occupy-Lamar's activities in the so-called Union ing the strip of Bulgarian territory from nesses under subpoens to appear before the Black sea, including the city of Silistria. It has coveted this for a long time, and it is believed it will accom plish her object under the prevailing con-sitions without Bulgarian resistance. Manufacturer Tells of Present of \$5,000 to S. N. D. North

> Greek troops today occupied Demir-Hissar thirteen miles northwest of Seres, garians, who had been in possession since they won it from the Turks in the recent war, according to an exchange telegraph company dispatch from Athens. The Bulgariana fled, abandoning their field guns,

A telegram to the same agency from

tion today announced the itinerary of army and the severe losses sustained by

N. Taburno, prominent publicist, died

Nick Carter's Case

WASHINGTON, July 11 .- "Nick Carter," the hero of many a "yellow back" novel and worshipped by three generations of small boys, is to be considered by the supreme court.

"Nick" was about to appear upon the moving picture stage when a New York firm of publishers today claimed that Nick Carter was born in their imaginstion about twenty-three years ago and had risen to fame as a leading character in the detective stories.

A St. Louis moving picture film company believed that "Nick" was destined to be a drawing card and so they pre-pared and advertised a "detective" film with an attractive title. In their advertisement they decared "we have struck oil b'gosh."

The matter got into the courts. The New York firm claimed the moving picture company was infringing a trade mark they possessed to "Nick Carter." After going through the federal court of are accused by the attorney general of appeals for the Eighth circuit the matter was appealed by the publishing concern to the supreme court.

Denver Elks Win First Prize in Drill

ROCHESTER, N. Y., July 11 .- The forty-ninth annual reunion of the Grand Lodge Benevolent Protective Order of Elks closed with a ball tonight in the state armory.

the various Eiks' competitions: Competitive drill, Denver, Colo., first prize, 200; Battle Creek, Mich., second, \$300; Syracuse, third, \$200. Greatest mileage in attending the con-Seattle, first \$250; Denver, second, \$100.

Most attractive float in the parade, Seattle, first, \$500; Syracuse, second, \$100; Wilkenbarre, Pa., third, \$200. Rest appearance in line, Buffalo, first, Denver, second, \$100; Detroit, third, \$50.

NOMINATIONS OF GERARD

WASHINGTON, July 11.-President Wilson today sent the following nominstions to the senate: Ambassador to Germany, James W. Gerard of New York. Minister to Spain. Joseph E. Willard of Virginia. Deputy commissioner of pensions, Ed-ward C. Tisman of Missouri.

DEMOCRATIC SENATE WOOL MEN'S GIFT TO CLERK

SPEAKER CLARK TAKES STAND after a brilliant victory over the Bul- He Says He Never Talked with David Lamar and Never Had Any

\$5,000 to S. N. D. North.

Dealings with J. P. Morgan or His Firm. WASHINGTON, July 11 .- Martin M. Mulhall, whose published charges of his ac-Constantinople says it is announced that tivitipe as a lobbyigh for the National. Media, the town on the Black seg, which the town on the Black seg, which the town on the Black seg, which the town on the custom and of tip future many congressions as having been supported to the contract of the contrac

many congressmen as having been suspi-

WASHINGTON, July 11.—Secretary Gar- count of the crumpling of the Bulgarian National Association of Wool Manufacturers, put in a synopsis of a statemen showing the financial operations.

He was mentioned about a special \$20,000 fund raised several years ago. He said he had no record of how that fund was collected or disbursed. He believed E. could tell how it had been spent. No achuca, Aris, and Tueson, Aris, July 25; campaign is said to have brought about record had been kept, but he was certain raging throughout Italy and in many he attacked a guard and later a fellow it is asserted. Americans, knowing that a the money had been spent in printing and traveling expenses.

William Whitman, former president of the association, then took the stand, this time of year, the temperature in a convict on a guard or fellow prisoner, a possession of the shipment. It is also Whitman explained a \$5,000 gift made to Rome at noon today falling below 60 de-Up to Supreme Court s. N. D. North, secretary of the asso- grees Fahrenhelt. Such weather in the ciation in 187 and a clerk to majority middle of July has not been recorded in members of the senate finance committee. The gift was made after the Dingley

bill passed congress. Many prominent wool manufacturers and others not connected with the asso-

ciation contributed to the fund. Whitman was asked about the \$5,600 gift to North, an incident which attracted nation-wide attention when it was first disclosed several years ago. He put the sift in a letter to North, dated Boston, to on strong gold wind from the north ac-September 37, 1897, signed by himself. George Sykes, Benjamin Phipps, James P. IIII Phipps, ir., and Rufus Greely. It is reported to have fallen in the Alps. set out that at a meeting of a few mem bers of the national association "unanimous expression" developed in favor of presenting to North "some substantial testimonial in recognition vour past services to the association and the woolen industry of the country," It then went on to say that a draft for \$5,000 was enclosed, and concluded: "This is a voluntary and cheerful expression of their appreciation of your work and of the high regard in which you are held."

While I looked upon the presentation of that sum to Mr. North as a proper recognition of his services," said Whitman, "no thought had ever entered into my mind before Mr. Phillips came to me about making such a presentation. When Mr. North left the association later in 1900, it made him another presentation in recognition of his faithful work. It was

in the form of a silver service. Senator Waish read into the records a copy of what purported to be a letter These prizes were awarded today for from North to Sereno Payne, under date of December 3, 1908. It read:

Following my return to Boston after the passage of the tariff bill, the officers of the National Wool Manufacturers' as-sociation informed me that in recognition sociation informed me that in recognition of the arduous and responsible work I had performed for the committee and the serious injury to my health, which had resulted from an assignment entirely apart from my duties as scuredary of the association, they believed I had been underpaid, and, accordingly, as an expression of their personal good will, they presented me with the sum of \$5,000. Shortly afterward my salary was informed on Continued on Pages Two. (Continued on Page Two.)

AND WILLARD SENT IN The National Capital

Friday. July 11, 1913. The Senate. Tariff bill formally reported.
Diplomatic nominations received.
Lobby committee continued taking tea

The House. Not in seasion; meets Saturday Tomorrow the Best Colored Comics

The Sunday Bee

SEVERAL VILLAGES INUNDATED Slight Earthquake Shock Accompanies Storm at Cosens-Tem-

> perature Lowest for June In 600 Years.

ROME. July 11 .- A terrible storm is places the country has been devastated and the crops destroyed. It is accompanied by remarkably cold weather for Italy since the year 1313, when superstitious persons attributed it to the repetition of the No. 18.

Rain and Hall at Naples. NAPLES, July 11 -- Extraordinary falls of rain and hall have flooded the surcounding country for the last two days. Torrents of water mixed with mud and ashes from Vesuvius have inundated the villages along the gulf of Turin. Owing companied by hurricanes, the temperature today fell almost to freezing point. Snow

Violent Storm at Messian. MESSINA, Italy, July 11 .- A violent tempest in the vicinity of the straits of Messina, accompanied by a heavy rainfall, has caused enormous damage in this region. Crops have been destroyed and frodds have compelled the population to leave the huts in which they have been Ifis last request was that the women of living since the great earthquake of a California keep up their fight for the few years ago.

Hurricane and Earthquake. COSENZA, Italy, July 11.-Hurricanes. secompanied by slight earthquake shocks and underground rumblings have terrifled the peasants in this region for the last two days. This is especially the case in the isolated villages, where the people have not recovered from the fright caused by the earthquake which occurred at the

Six Persons Killed When Locomotive Hits Automobile

LOS ANGELES, Cal., July 11.-Carl Huffman, his wife and three children. his aunt, Miss Missouri Huffman, were killed today almost in front of the old San Gabriel mission when their automobile was atruck by a locomotive engine running at high speed. A fourth child leaped from the motor car just before the crash and escaped with minor The automobile was thrown more than 100 feet. The Huffmans formerly resided at Carruthersville, Mo. Huffman was

McCombs Continues to Improve. PARIS, July 11.-So satisfactory is the progress made by William P. McCombs. chalrman of the democratic national committee, towards recovery, since his recent operation for appendicitis that his doctors believe he will be able to leave the hospital at a comparatively early date.

HUMAN TIGER IS EXECUTED

Most Extraordinary Convict of the Age is Hanged.

MURDERED FELLOW PRISONERS He Was Put to Death Under New Law for Assault on Another Con-

vict-Case In Supreme Court Three Times. BACRAMENTO, Cal., July 11. Jacob Oppenhelmer, whom criminologists have termed one of America's most retraordi-

pary convicts, was harred at Folgon prison this morning. Though he had killed two men, it was not for murder that Oppenheimer gave up his life. His crime was an attack on a fellow prisoner, and his is mid to have been the first lector at Laredo, Tex., was recently under this country of a felon being der discussion.

The charge is brought that an Ameriwas given a workhouse sentence. Soon fighting, thus enabling the rebels to take after he was released he was convicted better alm. of robbery and sent "n Folsom prison for

fifty years. A man named Ross, who had been the principal witness for the tions at Tuxpam and Tampico, which prosecution later was himself sent to are operated by Americans, were used by prison. Oppenheimer's sentence was the consul at Tampico, to supply the lengthened to life imprisonment and he movements of the federal army to the was transferred to San Quintin. There robels, while during the battle at Naco, prisoner, and for the latter assault he big shipment of supplies for General was sentenced to death under California's Ojeda was coming, instigated the rebels law enacted in 1907, making an attack by to hasten their attack so as to obtain capital offense

In Prison Fourteen Years. Fourteen of his eighteen years in prison

Oppenheimer spent in solitary confinement. An enemy, Francisco Quijada, a murderer awaiting execution, used the prison "telegraphy"-taps on the cell walls-to taunt the inmate of the dungeon. Oppenheimer, nursing his wrath. managed to procure an old file. And as he sharpened and pointed the file on the stone walls he would leave off to tap to Quijada: "I'll get you, you --- " day Quijada was led to Oppenhelmer's cell. Quick as thought Oppenheimer's arm shot through the bars and his file plerced his enemy's heart. After that Oppenhelmer was known as the "human tiger."

Oppenhelmer's attorneys had fought desporately for six years to save him. Three times the case was taken to the United States supreme court. Oppenhelmer met death unfalteringly abolition of capital punishment.

Man Hanged In San Quentin. SAN QUENTIN, Cay., July 11 .- Frank Bauwerts was hanged in the prison hers this morning for the marder of two women near Riverside a year ago. He protested his innocence to the end.

Coal Dealers Talk Shop at Duluth

DULUTH, Minn., July 11 .- A better feeling between wholesale and retail coal dealers, elimination of the practice of short weighting in coal transactions. honest advertising and feeling in favor of a reciprocal demurrage law are some of the reforms brought about by the Northwestern Retail Coal Dealers' association, according to President W. B. Benning of Union, Neb., who spoke at the thirteenth annual convention here

today. H. L. Laird of Minneapolis, secretary of the asociation, said the organization has spread education among small deal-

"God help us when the mail order houses have driven out the small dealer or any other merchant in small towns," he said. 'During the last ten years 6.000 towns have decreased in population. This should never have occurred Patronice home industries."

Orders for Steel Decrease. NEW YORK. July 10.—The unfilled tonnage of the United States Steel corporation of June 30 was 5.87.37 tons a decrease of 57.00 tons as compared with the previous month.

DEMANDS RELEASE BY MEXICAN REBELS

Insurgents in Pidal Gomo Are Holding Five Men, Thirty Horses and 350 Cattle.

ARMY INSTRUCTED TO ACT

Order Sent by Mr. Garrison at Request of Secretary Bryan.

DEMAND BY CONSUL REFUSED State of Anarchy Prevails in Vicinity of Tampico.

CHARGES AGAINST AMERICANS

Papers of Mexica City Say They Are Assisting Rebell -- Werships at Gunymus Said to Have Theown Searchlights on City

WASHINGTON, July 11. + Secretary Garrison today ordered Colonel Edwin P. Brewer of the Fourteenth cavelry at Fort McIntosh, Tex., to demand the release of five Americans, together with 350 cattle and thirty horses, held by Mexloan revolutionists at Pidal Gomo, Mex. Secretary Bryan requested the action The attention of the State department was called to the imprisonment of the Americans and the setsure of their property by Consul Garrett at Neuvo Laredo. Mex. When Consul Garret demanded the release of his countrymen the revo-

lutionists told him they must await orders from Piedras Negras. So great is the lawlessness around Tampico that the better class of Mexicans have joined Americans in organizing and under command of the federal military governor of San Lain Potoni, Already fourteen bandits have been harmed. It is expected that a military governor will take charge of the state of Tamulipas, as has been done in Vera Cruz and San Luis Potosi during the last few days,

The consul at Mazatlan has reported to the State department that many destitute Americans are arriving at that port and that he has sent twenty-four refugees to San Francisco.

Charges Against Americans.

MENICO CITY, July 11.—Much space s devoted roday by the newspaners here to articles in support of charges that American citizens are aiding the rebeis-Alleged specific instances are given, the material for which in part at least has

been supplied from official sources. The official correspondence is given in the case of Josse H. Johnson, United States consul at Matamoras, whem Ellas. the Mexican inspector of consuls, charges with attempting to induce federal troops to join the rebels, who had captured that town. Ellas also accuses Frank Rabb, whose probable appointment as port col-

Oppenheimer, when a messenger boy of can warship at Guaymas threw its 14, tried to kill his superintendent and searchlights on the city during the recent

Alleged Information is Supplied. Another charge is that the wireless stadeclared that the Eighteenth United States cavalry, while on patrol duty, alded the rebels in their attack. El Pale makes the greatest display of these charges, which fill seven columns

ican invasion of Mexico. ITALIAN OFFICERS ARE COMING FOR CHARLTON

The newspaper insists that the public

should recognize the danger of an Amer-

NEW YORK, July 11.-The Italian consulate is advised that two agents of the Italian government are leaving Italy today for this country to get Porter Charlton and take him back to Italy to stand trial there for the murder of his wife on their honeymoon at Lake Come on June 7, 1910. The authorities of the Hudson county jail in Jersey City have been directed to turn the alleged murderer over to the Italian agents, in accordance with the recent mandate of the United States supreme court. Mrs. Charlton, was the divorced wife of Neville H. Cast tle, a lawyer of San Francosco

Cutting Down the Cost

You hear more or less principally more—these July days about the high cost of living. "Oh, dear, this is so high and that is so high."

Such physics are common: but in some instances they are super-flous, or would be if advertising were given keener, more thought-ful attention.

The dry goods dealer, butcher, baker or grocer who advertises materially aids in reducing the high cost of living.

He tells YOU where you can buy to best advantage. He shows you how, when and whore to save. That naturally helps out down your living expenses. He reduces his selling expense

increasing his volume of business. His advertisements are seasonable; your needs are sea-sonable. Harmony and supply and demand.

You should become theroughly acquainted with the advertise-ments in THE BEE. For to do so plainly points a way to the road that outs the cost of living.